

Regarding Claims 1-14, rejected under 35 U.S.C. Sec. 103(a) as being unpatentable over U.S. Pat. No. 6,311,185, *Markowitz et al.* in view of U.S. Pat. No. 6,067,166, *Moshfeghi et al.*, this rejection is respectfully traversed with respect to the amended claims as follows.

Regarding Claims 1 and 8, the Examiner is correct that *Markowitz et al.* do “not explicitly teach obtaining video resolution settings of the user node by the server node over the network in response to the user accessing the server node and transmitting to the user node a web page corresponding to the video resolution setting.” However, this deficiency in *Markowitz et al.* is not cured by the *Moshfeghi et al.* reference.

In *Moshfeghi et al.*, “the web server *has to be supplied* with information about the user and the user’s environment.” See Col. 1, lines 50-51. This information is supplied when, “the first time a *user* accesses the web server he/she *will be asked to enter information*” (Col. 4, lines 11-13) including “user environment information *which is stored* in database or file system 26 *at the server*” (Col. 4, lines 26-28) and thereafter identified by the user’s IP address. The user environment information includes “the resolution of the display” attached to the user’s computer (Col. 4, lines 26-33). Thus, the *user* must *enter* the information requested by the server by filling out a form (Col. 1, lines 51-57).

The operation of *Moshfeghi et al.* is distinguished from the Applicants’ Claims 1 or 8 because this reference does *not* perform the step of “obtaining video resolution settings of the user node by the server node over the network and without user intervention in response to the user accessing the server node.” This step is automatic and does not require the user to enter information; the information is automatically obtained from the user node by the server node.

For the foregoing reasons, Applicants respectfully believe Claims 1 and 8 as amended are patentably distinct over the combination of *Markowitz et al.* and *Moshfeghi et al.* and request the withdrawal of this rejection.

Regarding Claims 2-7 and 9-14, which depend directly from the respective base claims 1 and 8,

AMENDMENT AND RESPONSE

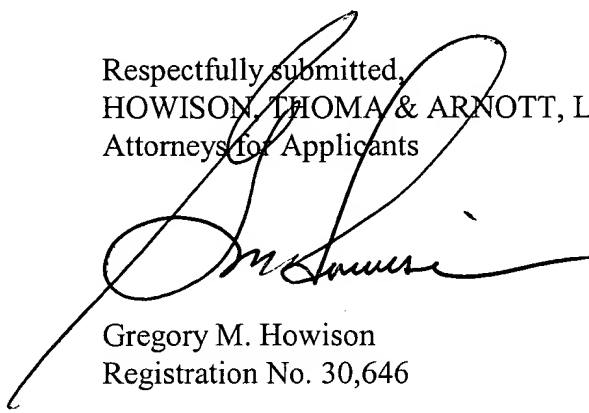
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shown hereinabove to be patentably distinct from the combination of *Markowitz et al.* and *Moshfeghi et al.*, these rejections are now moot. Applicants therefore respectfully request the full allowance of all the claims as amended.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,768 of HOWISON, THOMA & ARNOTT, L.L.P.

Respectfully submitted,
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A method of presenting banner advertising of a web page to a user, comprising the steps of:

providing a server node disposed on a network that interfaces with a user node disposed on the network;

5 obtaining video resolution settings of the user node by the server node over the network and without user intervention in response to the user accessing the server node; and

transmitting to the user node from the server node a web page which corresponds to the video resolution settings of the user node.

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8. (Amended) An architecture for presenting banner advertising of a web page to a user, comprising:

a server node disposed on a network that interfaces with a user node disposed on said network, said server node having;

5 means for obtaining video resolution settings of said user node over said network and without user intervention in response to the user accessing said server node over said network; and

means for transmitting the web page to said user node from said server node, which web page corresponds to the video resolution settings of said user node, the video resolution of the web page set in response to said means for
10 obtaining said video resolution settings of said user node.